

**REMARKS**

Claims 1-10 are pending in the application. New claims 7-10 have been added.

**Claim Rejections – 35 U.S.C. § 103**

Claims 1, 2, 4, 5, and 6 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Kowno et al. (US 2002/0093578A1) in view of Okamura (USP 6,788,345), and further in view of Miyawaki et al. (USP 6,522,360). This rejection is respectfully traversed.

**Kowno**

As acknowledged by the Examiner in the Office Action, Kowno does not specifically disclose changing a light emitting angle of a strobe light-emission device based on a designated zoom area.

Accordingly, Kowno fails to disclose or suggest the “light-emission control unit” as recited in claim 1.

**Okamura**

The Examiner alleges, in page 4 of the Office Action, that Okamura discloses controlling “an angle of illumination of the flash (110) to correspond to a zoomed sensed image.”

Applicants respectfully submit that Okamura states, in col. 3, lines 34-37, that:

With the magnification thus varied, the lens control circuit 108 supplies magnification varying information to the flash device control circuit 109.

Okamura further states, in col. 3, lines 38-41, that:

Upon receipt of the magnification varying information from the lens control unit 108, the flash device control circuit 109 controls

the illuminating angle of the flash device 110 according to the magnification varying information.

In other words, an image pickup apparatus of Okamura controls the illuminating angle of the flash device 110 based on the magnification varied by an optical zoom.

In contrast, the claimed invention of the present application requires “an electronic zoom device that electronically magnifies the image in the designated electronic zoom area,” and the “light-emission control unit changes “a light emitting angle of the strobe light-emission device based on the electronically magnified image.”

In other words, the claimed invention of the present application changes the light emitting angle of the strobe light-emission device based on an electronically magnified image rather than an optically enlarged image.

Accordingly, Okamura fails to disclose or suggest the “light-emission control unit” as recited in claim 1.

#### Miyawaki

Although Applicants do not admit, the Examiner cites Miyawaki to show recording on the recording medium image data output from an image sensing device and image data representing the image with an electronic zoom area.

Miyawaki, however, does not change “a light emitting angle of the strobe light-emission device based on the electronically magnified image.” Accordingly, Miyawaki fails to disclose or suggest the “light-emission control unit” as recited in claim 1.

Therefore, even assuming, arguendo, that Kowno and Okamura, and Miyawaki can be combined, Kowno in view of Okamura, and further in view of Miyawaki fails to disclose or even suggest the "light-emission control unit" as recited in claim 1.

Claim 2 is also allowable at least for the similar reasons as stated in the foregoing with respect to claim 1.

Claims 4-6, variously dependent on claim 1, are allowable at least for their dependency on claim 1.

The Examiner is respectfully requested to reconsider and withdraw this rejection.

#### Allowable Subject Matter

Applicants appreciate the Examiner's indication that claim 3 would be allowable if rewritten in independent claim form including all of the limitations of the base claim and any intervening claims.

Rather than amending claim 3 to include all of the limitations of base claim 1, new claim 8, which includes all of the limitations of base claim 1 as filed, and claim 3, has been added.

A favorable determination by the Examiner and allowance of this new claim is earnestly solicited.

#### New Claims

In addition to claim 8, new claims 7 and 9-10 have been added.

Claim 7, dependent on claim 1, is allowable at least for its dependency on claim 1.

Independent claim 9 is allowable at least for the similar reasons as stated in the foregoing with respect to claim 1.

Claim 10, dependent on claim 9, is allowable at least for its dependency on claim 9.

A favorable determination and allowance of these claims is earnestly solicited.

Conclusion

Accordingly, in view of the above amendments and remarks, reconsideration of the rejections and allowance of the pending claims in the present application are respectfully requested.

The Examiner is respectfully requested to enter this Amendment After Final in that it raises no new issues. Alternatively, the Examiner is respectfully requested to enter this Amendment After Final in that it places the application in better form for Appeal.

If the Examiner has any questions concerning this application, the Examiner is requested to contact Maki Hatsumi, Reg. No. 40,417 at the telephone number of (703) 205-8000.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17; particularly, extension of time fees.

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Respectfully submitted,

By 

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